Partner with the players.

2027 SPONSORSHIP OVERVIEW
Lead recognition, division partnerships and signature moments

THURSDAY, JANUARY 21, 2027 | Doors 6 PM · Show 7 PM ET

Londzell Performing Arts Theatre · 3993 Lavista Rd, Tucker, GA 30084

The musicians behind the music are finally taking center stage.

Sixteen exceptional instrumentalists. Four musical divisions. Eight musician judges. Your partnership supports a professionally produced showcase, musician development and prizes for four division winners.

Cash sponsorship goal: $125,000 · In-kind support also welcomed.

Lead Presenting Partner | $35,000

One lead partnership. Take the lead in bringing the musicians behind the music to center stage, with premier recognition across the event campaign.

- Lead presenting credit on the event website and remaining organizer-produced promotional creative.
- Lead logo placement in all remaining event promotional emails, plus one dedicated sponsor feature email.
- Priority logo placement within venue screen rotations, the shared step-and-repeat and sponsor table toppers.
- Recognition during the opening, intermission and closing, plus one approved welcome message of up to 60 seconds.
- Ten reserved guest admissions, with seating confirmed in the agreement.
- A post-event report with available campaign, website and attendance results.

Signature event partnerships

The Players' Challenge Partner · $10,000

Naming credit for the surprise band challenge, segment screen graphics, acknowledgments at its opening and close, and credit on published challenge recap content.

Official Film & Recap Partner · $5,000

Sponsor credit in the official recap and four short event clips, recognition in the website recap post, and available viewing results.

Four Division Partners | $5,000 each

Drums & Percussion · Bass & Guitar · Keys · Woodwind & Brass

One partner per division. Includes division webpage and spotlight recognition, an award-announcement acknowledgment and one dedicated finalist social post. Sponsors have no role in judging or selection.

All fixed-price partnerships include the shared benefits on page 2. Lead recognition leaves division, challenge and film naming rights available separately.

Partner with the players.

2027 SPONSORSHIP OVERVIEW
Supporting partnerships, shared benefits and getting started

Support what makes the night possible.

Production + Sound $10,000	Production partner recognition on an event screen slide and during a stage acknowledgment.
Marketing + Media $15,000	Marketing partner credit in remaining organizer-produced campaign graphics. One dedicated sponsor social feature; radio placements and formats are agreed in writing.
Winner Development $8,000	Partner recognition during the awards presentation. Logo inclusion in the organizer's published winner announcement.
Audience Access $5,000	Audience welcome partner recognition at the check-in area. Partner acknowledgment in one attendee information email before the event.
Judges + Hospitality $10,000	Hospitality partner recognition on approved welcome materials. Partner acknowledgment when the judging panel is introduced.

Shared partner benefits

- Linked business logo on the Sponsors page through January 21, 2027.
- Logo in two event promotional emails after confirmation.
- Shared logo rotation across sixteen 65-inch venue screens.
- Shared step-and-repeat and table-topper logos, subject to artwork deadlines.
- At least one host or DJ acknowledgment during the event.

Community packages

$250 Website Logo - Linked business logo on the Sponsors page.
$500 Showcase Spotlight - Website logo plus rotation on six venue screens.
$1,000 Showcase Table - Website logo, six-screen rotation and a business display table.

Community packages include only these benefits. They do not include email blasts, step-and-repeat, DJ acknowledgments or table toppers.

Custom partnership & full-event underwriting

Discuss full-event underwriting, a tailored partnership, or in-kind instruments, equipment, studio time and professional services.

Start at theplayersshowcase.com/sponsors. Choose a package, sign in and send your inquiry with your logo. The organizer will confirm availability, benefits, artwork deadlines and payment arrangements.

Existing community: approximately 30,000 email contacts, 12,000 personal social followers, 10,000 business social followers and 3,000 Instagram followers. Organizer-provided figures may overlap and do not guarantee views, deliveries or attendance.

Benefits, deadlines and exclusivity are confirmed in writing. Content use requires participant permission. Inquiries do not reserve placements or take payment. Full package details are on the website.